# career Summary and key accomplishments

* Dynamic and result-driven professional with over 6 years of experience in corporate communications and been pivotal in helping the organization to develop communication strategies positively impacting the brand .
* A highly organized and effective project manager who has directed an array of employer branding activities which encompasses strategy, planning, copy writing and production of collateral.
* A tech-savvy and strategic communications leader possessing exceptional writing and editing skills and well-versed in a range of communication solutions.
* Increased new employee satisfaction by 92% through an effective orientation program enhancing the organization's brand, highlighting the corporate culture etc.
* Increased engagement levels of employees by 80% through internal programs and company events.

# Current Employer

| **Name** | **Designation** | **Department** | **Employment Period** |
| --- | --- | --- | --- |
| AGS Health Pvt. Ltd | Team Lead | Branding and Corporate Communications | From July 2014 |

# Previous Employers

| **Name** | **Designation** | **Department** | **Employment Period** |
| --- | --- | --- | --- |
| IAEME (International Association for Engineering and Management Education) | Freelancer - Content Writing | Content Management | Jan 2013- June 2014 |
| Michelin Tamilnadu Tyres Pvt. Ltd | Executive – Site Communications | Corporate Communications | Nov 2011 - Nov 2012 |
| Allsec Technologies Ltd. | Senior Officer | Corporate Communications | Jul 2010 - Oct 2011 |
| HCL Technologies | Executive | Internal Communications | Nov 2007– Jul 2009 |
| Planman Consulting Pvt. Ltd | Executive | Client Servicing | April 2007 - Nov 2007 |

# Performance goals and objectives

|  |  |  |
| --- | --- | --- |
| Zero to 4 months | 4 to 8 months | 8 - 12 months |
| Employer Branding | | |
| * Become familiar with business goals and analysed the target audience * Researched on the market trends in employer branding suitable for the business * Organized and coordinated all internal employee events periodically along with the employee engagement team * Strategized for the organization’s campus recruitment program * Collaborated with journalists for spokesperson profiling, industry articles etc. | * Generated and executed new ideas for company’s social media pages * Managed the new hire orientation program internally and foreran the initiative * Managed creative development and production of conference/ event materials such as promotional materials, flyers etc. * Arranged public appearances, lectures, contests, or exhibits for clients to increase product and service awareness and to promote goodwill | * Liaison as primary account manager between top management and other departments to synthesize the business requirements into high-end deliverables * Developed and implemented a consistent marketing communications plan that helped in establishing brand identity * Extensive industry networking to identify high impact branding opportunities |

# Internal Communications (Proactive and Reactive)

|  |  |  |
| --- | --- | --- |
| * Successful establishment of contact with customer/ vendor(s) * Initiated, promoted and encouraged effective internal and external communications strategies * Flawlessly executed on a steady cadence of internal communications programs * Used in internal communication tools such as an intranet (Sharepoint), town-halls, webcast, dipstick survey, PR, PowerPoint presentations, webinars at the maximum for workplace communications | * Managed, edited and developed intranet portals with the help of the tech team for better employee communications * Streamlined documents, SOPs and policy guidelines for better internal communications * Produced and developed multimedia communications including power point, webcasts, AV films and other media technologies * Managed and conducted all internal events for celebrating company milestones etc. | * Provided expert internal communications counsel to senior leaders within the organization * Incorporated new trends and best practices of the industry in the company’s internal programs to keep in pace with the relevant content and timely approach * Designed and coordinated a self-learning and interactive session with the top management on thought leadership * Measured and evaluated communications efforts and continuously improved processes as necessary |

# Content development

|  |  |  |
| --- | --- | --- |
| * Familiarizing with the content flow and channels of communication of the organization * Copy writing and proofreading of internal communication emails, posters, memos etc. * Collated content and create a new content ever quarter for internal newsletters | * Served as editor for the internal company magazine periodically * Worked with Director, communications to develop editorial calendars * Prepared speech for the CEO to project him/ her as a thought leader and strengthen the value of the client and the company * Wrote creative briefs and worked with designers to translate business requirement into employee friendly communication content | * Highlighted the key notifications of the company’s milestones to its stakeholders * Suggested the necessary information or content to be presented to the employees internally * Scheduled calendar of events for the next consecutive financial year |
| Skills and Core competencies | | |
| * Strategic and tactical planning * Corporate branding * Team Leadership/Management * Marketing internal campaigns * Writing/ Editing * Social media communications * Employee engagement | | |

# Qualification

|  |  |  |
| --- | --- | --- |
| Formal Education | Training / courses | Languages Known |
| * Bachelor of Arts in Journalism from M.O.P. Vaishnav College – 2007 * Masters of Arts in Mass Communications from Alagappa University – 2014 * PG Diploma in Advertising and Public Relations from Madurai Kamaraj University - 2016 | * Have been an official Toastmaster office bearer for two years * Training program on marketing communications from Coursera * Training program on internal branding from Michelin | * French: Read & Speak (Beginner) * English: Read, Write & Speak (proficient) * Hindi: Read, Write & Speak (proficient) |



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